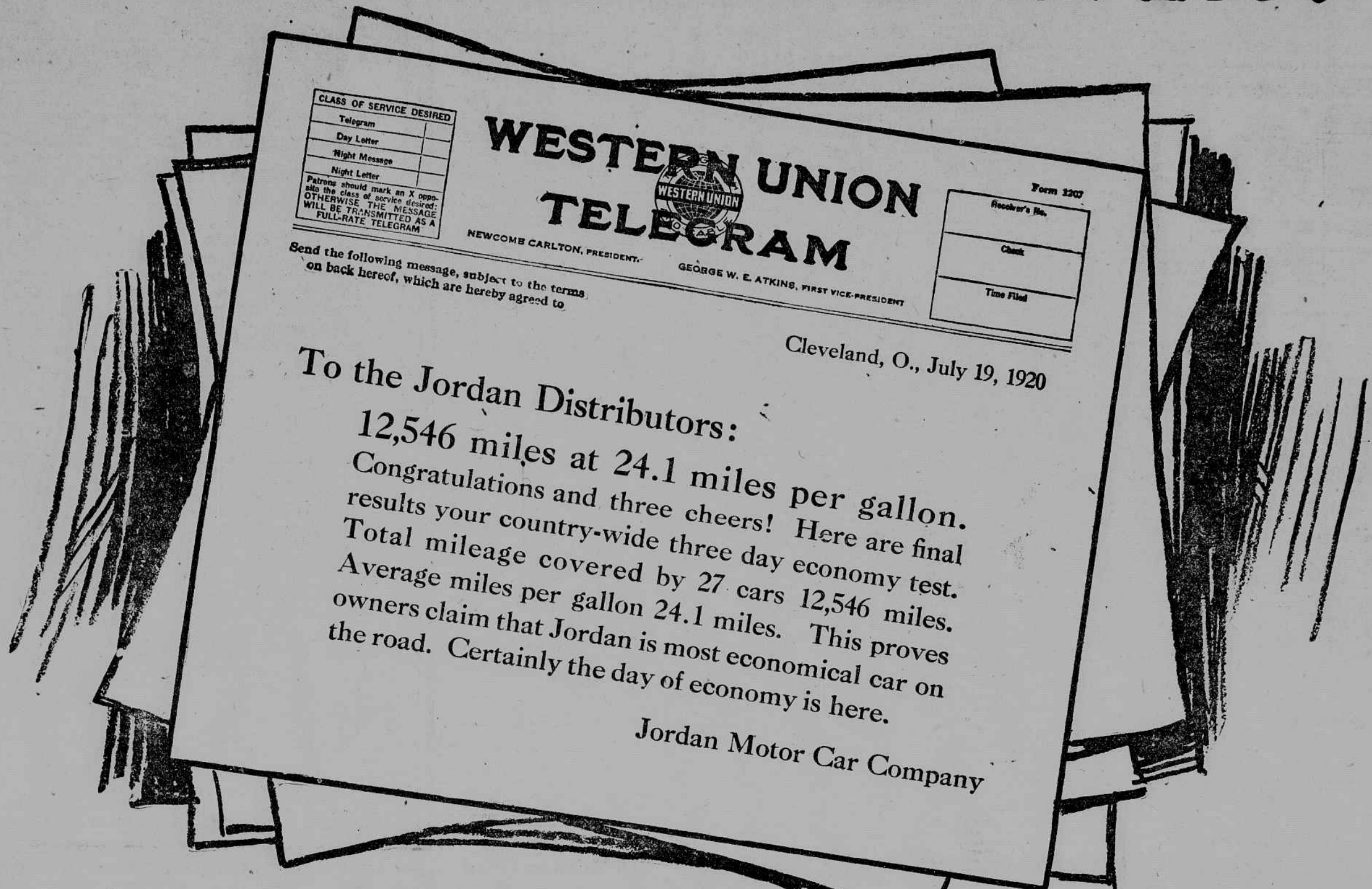


Jordan Smashes all Economy Records in Nation-wide Test



12,546 Miles at 24.1 Miles Per Gallon

Twenty-seven stock Jordan cars in twenty-seven different sections of the United States, traveled 12,546 miles averaging 24.1 miles per gallon in a big country-wide three day economy test last week.

The run was staged by Jordan distributors under the supervision of official observers, chosen by the local newspapers.

Here is how it came about. Jordan built the lightest

car on the road for its wheelbase—2800 pounds—superbly balanced—1400 pounds forward—1400 pounds astern.

Jordan owners at once began making startling claims of economy.

Jordan dealers were incredulous at first. The Jordan factory waited. The owners furnished more proof.

Then the run was organized. Note in the telegrams reproduced below the striking similarity of averages

under favorable road conditions. The day of economy has dawned at last.

The hour of the light-weight, compact, high-grade, good-looking, perfectly-balanced, rattle-proof, comfortable and economical motor car is here.

Economy with distinction—describes the Jordan perfectly. That's what lifts this car with a personality so far above the mass.

BOSTON, MASS.
Test made under ordinary driving conditions through bad traffic. Total mileage 450.9 miles with average of 22.6 miles per gallon.
Hinchcliffe Motor Company.

NEW YORK CITY
Two cars entered in test. Number one did 460.9 miles in three days, averaging 32.92 miles per gallon. Number two did 452 miles, averaging 27.45 miles per gallon.
Sherwood Automobile Corporation.

PHILADELPHIA, PA.
Economy test shows an average of 23.7 miles per gallon over total of 450 miles. Weather disagreeable, raining most of time.
Peterson Motors, Inc.

ROCHESTER, N. Y.
Average for economy run, three days 26.11 miles per gallon for 450 miles. Average speed 21.81 miles per hour.
William P. Knipper.

RALEIGH, N. C.
Test made in heavy rain, deep mud, top up, strong wind. Mileage 458.6 on average consumption of 17.4 miles per gallon.
Marshall Motor Company.

JACKSONVILLE, FLA.
Test trip through severe rain storm over bad sand and rough brick roads. Averaged 21.9 miles per gallon. It's a great car.
Louis Grunthal.

PITTSBURG, PA.
Test made over Pennsylvania mountains beyond Ligonier, heavy rain first day, with top up. Total mileage 464, averaging 23 miles per gallon.
Eddins, Wood Motor Company.

CLEVELAND, OHIO
Total mileage 459.6 for three days. Average miles per gallon 25.13. First day against strong wind.
Jordan-Ohio Company.

TOLEDO, OHIO
Total run of Jordan economy test 406 miles, giving average of 22.8 miles per gallon of gasoline. Used regular stock car from floor of salesroom.
Barger-Mitchell Motor Co.

CINCINNATI, OHIO
Test made with new car, never used. Weight with driver and two observers 3500 pounds. Many detours, lots of mud, total mileage 455. Average 23.56 miles per gallon.
Harry R. House.

ATLANTA, GA.
Remarkable showing of 26.2 miles per gallon of gasoline for Jordan car on grueling three day run of 437.8 miles.
John Lottridge Motor Sales Co.

DETROIT, MICH.
Jordan car shows average of 24.8 miles per gallon on 450.3 mile run. Conditions fair.
Baker-Fisk-Hugill Co.

CHICAGO, ILL.
The day of economy is dawning. We made 450 miles on 17.25 gallons of gasoline, averaging 26.87 miles per gallon. She's a great motor car.
Chicago Motor Car Company.

MILWAUKEE, WIS.
Average 24.68 miles per gallon. Mileage 450. Average speed 19.67 miles per hour. Weight with passengers 3533 pounds. Driver F. L. Goode.
Wisconsin Motor Car Co.

ST. LOUIS, MO.
New Jordan taken from show room floor averages 24.1 miles per gallon in 450 mile run. Ordinary dirt roads.
St. Louis Motor Car Co.

MEMPHIS, TENN.
Record economy test 23.1 miles per gallon on trip 453.5 miles. Mostly rough gravel and muddy clay roads in Mississippi, Arkansas and West Tennessee.
Union Motor Car Company.

SHREVEPORT, LA.
Record for economy test 21 miles per gallon for 451 miles. Heavy roads due to rain. Consider results excellent.
Crawford, Jenkins & Booth, Ltd.

MINNEAPOLIS, MINN.
Economy run 453 miles averaging 31.11 miles per gallon. Regular stock car, driven by A. Hansen, official observer with car, entire run.
Northwestern Automobile Company.

DES MOINES, IOWA
Test made over bad roads. Weight with passengers 3410. Total mileage 450.6, average per gallon 20.93. Jordan certainly had something up his sleeve.
Sears Automobile Company.

KANSAS CITY, MO.
Test proves Jordan most economical high grade car built. Total mileage 544.8 miles. Weight with three passengers 3400. Used 22.75 gallons. One pint oil. Average 23.95 per gallon. Rough roads.
Southwest Motor Co.

OMAHA, NEB.
Remarkable record over hilly, some fresh graded country roads. Total mileage 489.2 with grand average for three days

24.09 miles per gallon. Average speed 25 miles. Weight with three passengers 3450.
Peterson Motors Company, Inc.

TULSA, OKLA.
23.6 miles per gallon is average shown on Jordan three day economy run covering 462 miles.
W. G. Norris Motor Sales Co.

DALLAS, TEXAS
Average 27.8 miles per gallon of gasoline for 274.3 miles. Weight 3300 with two passengers. Road conditions not the best.
Frey-Lloyd Auto Co.

DENVER, COLO.
Total mileage 498. Average 22.4 miles per gallon of gas. Total weight car, driver and observer, 3294 pounds. Road conditions rough and choppy. 328 miles against strong wind. 90 miles heavy wet road.
The Miller-Ray Motor Co.

LOS ANGELES, CAL.
Test shows average of 23.78 miles per gallon of gas, 502 mile run. Rocky valleys, mountain grades, head winds. No tricks or stunts. Official observer, Major Wm. B. Bovert, Executive Secretary, Gov. Stevens.
E. A. Maginnis.

SAN FRANCISCO, CAL.
Economy test total mileage 464 on 16.77 gallons average consumption for trip 27.66 miles per gallon.
C. D. Rand & Co.

PORTLAND, ORE.
Three-day economy run Jordan car covering 458 miles averaged 22.23 miles per gallon of gas. Roads bad.
Mitchell, Louis & Staver

Every Jordan owner averaging 20 miles or better per gallon is eligible for membership in the JORDAN TWENTY MILES TO THE GALLON CLUB. Write for your beautiful gold membership insignia.

BROADWAY, at 63D STREET, NEW YORK
Columbus 6812

Sherwood Automobile Corp.,

ATLANTIC AVE., at BEDFORD, BROOKLYN
Prospect 4640

JORDAN